

REMARKS

Reconsideration of the application is requested in view of the above amendments and the following remarks. Claims 1 and 17 have been amended to include the limitations of original claim 7. Claims 6 and 21 are amended to correct formality issues. Claims 1-6, 8-18 and 20-22 are pending in the application.

Claims 1-6, 8-10, 14-18 and 20-22 were rejected under 35 U.S.C. § 102(e) as being anticipated by Nakajima (U.S. 6,486,864). Applicants respectfully traverse this rejection.

Claims 1 and 17 have been amended to recite "a length of the first period is set variably for each frame." Nakajima discloses an assist signal writing scanning period, which, for the sake of argument, is equivalent to the first period for writing the signal for initializing a state of the pixel cells required by claim 1. However, the assist signal writing scanning period disclosed by Nakajima does not have a length that is set variably for each frame.

By requiring that a first period is set variably for each frame, the length of a V<sub>sup</sub> period is changed continuously between frames. This type of continuous change between frames makes it possible to eliminate unnecessary V<sub>sup</sub> hold periods while suppressing the change in average luminance of a display screen caused by the change in the V<sub>sup</sub> period between the frames. Furthermore, the deterioration in the average luminance of a display screen caused by setting a V<sub>sup</sub> hold period can be suppressed in view of these advantages provided by setting a length of the first period variably for each frame. In view of the failure of Nakajima to disclose such a limitation or the related advantages, Applicants submit that Nakajima fails to disclose or suggest every limitation of claims 1 and 17 and the claims that depend from it.

In view of the above, Applicants request reconsideration of the application in the form of a Notice of Allowance.

Respectfully submitted,

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Date: March 16, 2005

  
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